Manitoba

Annual Report
1999 - 2000

Seniors Directorate

Includes 10% post-consumer waste

100-07623/

MINISTER RESPONSIBLE FOR SENIORS

Legislative Building
Winnipeg, Manitoba, Canada
R3C 0V8

The Honourable Peter M. Liba
Lieutenant Governor of Manitoba
Room 235 Legislative Building
Winnipeg, Manitoba
R3C 0V8

May It Please Your Honour:

I have the privilege of presenting the Annual Report of Manitoba Seniors Directorate for the year ended March 31, 2000.

Respectfully submitted,

Diane McGifford

Diane McGifford
Minister

Manitoba

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Honourable Diane McGifford
Minister responsible for Seniors
118 Legislative Building
Winnipeg, Manitoba
R3C 0V8

Dear Minister:

I am pleased to submit for your approval the 1999-2000 Annual Report for the Manitoba Seniors Directorate.

Throughout 1999 Manitobans of all ages came together to celebrate the many contributions older persons made to Manitoba and to Canada. The United Nations General Assembly declared 1999 as the *International Year of Older Persons* (IYOP) with the theme *A Society for all Ages*. Local governments and community groups frequently chose to promote activities or projects with an intergenerational focus. The Directorate played a significant role throughout IYOP. Staff partnered with community organizations and government departments on a number of memorable and lasting events such as: a video on aging for schools, a provincial summit on active living for older adults, a legacy quilt and a booklet to assist mature drivers.

The start of a new century has inspired many of us to reflect on the past and look positively into the future. The Seniors Directorate is no exception. The Directorate will continue to be responsive to seniors' needs and promote effective programming, information, resources and services. Older persons have told us repeatedly that they wish to live active and independent lifestyles. The Directorate has supported this important concept through its committee work, development and distribution of educational materials, presentations, policy analysis, interaction with the public on the information line and through its involvement in the *International Year of Older Persons 1999*.

The Directorate maintained its role as a point of contact between seniors and government. Seniors views continue to be represented through our ongoing collaboration with seniors, seniors' organizations, and government departments. Seniors, their families, caregivers and organizations have come to know that the Directorate is an excellent resource, providing information and support. The role of staff

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as an information source for seniors on programs and services within and outside government continued to show a steady increase. The Directorate received approximately 5,500 calls on the Seniors Information Line providing individual assistance and information to seniors and their families. In addition, 106 calls were received on the Seniors Abuse Line.

The information booklets and fact sheets developed by the Directorate and the Council on Aging had another popular year. Specifically, there was ongoing demand for information on power of attorney, wills and health care directives, which necessitated the revision and updating of the information contained in our Legal Information Guide for Seniors. This revised edition will be released in the next fiscal year.

Throughout 1999-2000, the Directorate explored various ways of providing information to seniors, their families, the community and individuals. The information line and printed resource material are excellent sources. The Directorate has recognized there is a need to branch into other venues. The demand for presentations, training and workshops from the community exceeded our expectations in 1999-2000. The Directorate staff readily responded to these requests. Invitations for presentations included active living, retirement, positive aging, working with the senior population, and abuse of the elderly. Elder abuse dominated the requests from external agencies, seniors' groups, professional associations and government departments. Additionally, the Directorate sustained its marketing of the internationally acclaimed training program *Through Other Eyes: A Vision for Customer Service*. This experiential workshop provided retailers and service providers with an understanding of the barriers seniors face in accessing their products and services. This year, staff conducted workshops for personnel in financial and secondary and post secondary educational institutions that offer services to older persons.

In January 2000, the Seniors Directorate and Manitoba Public Insurance jointly released *The Older and Wiser Driver*, a booklet to help seniors drive safely as long as possible. In response to community requests, the Directorate teamed with staff from Manitoba Highways and Government Services Division of Driver and Vehicle Licensing (DDVL) and provided information workshops for a number of seniors' groups.

Directorate staff participation on numerous government and non-government committees has continued this fiscal year. Examples included the Safety and Crime Network, the Handi-Transit Policy Advisory Committee, the Urban Aboriginal Steering Committee, English Second Language (ESL) Project Committee, Federal/Provincial/Territorial working groups on Technology and Aging, Safety and Security, and the National Framework on Aging. The Directorate also worked closely with key departments such as Manitoba Health, Manitoba Family Services and Housing to develop plans to meet the current and future needs of Manitoba's aging population.

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The Manitoba Council on Aging had a busy 1999-2000. Council's agenda covered a broad range of issues. Additionally, this fiscal year offered many opportunities for the Directorate and Council to collaborate on a number of issues and projects.

Manitoba's aging population continues to demand our best efforts. Each year offers new challenges and experiences. The evolving needs of seniors and the challenges facing government administrations will continue to demand innovative, cooperative and multidisciplinary approaches to managing public services. The Directorate has received cooperation and support from many departments and community groups. Their assistance is invaluable and very much appreciated. The cooperation of so many capable individuals in Manitoba allows many of the challenges for successful aging to be realized.

Respectfully submitted,

K. Yurkowski

Kathy Yurkowski
Executive Director

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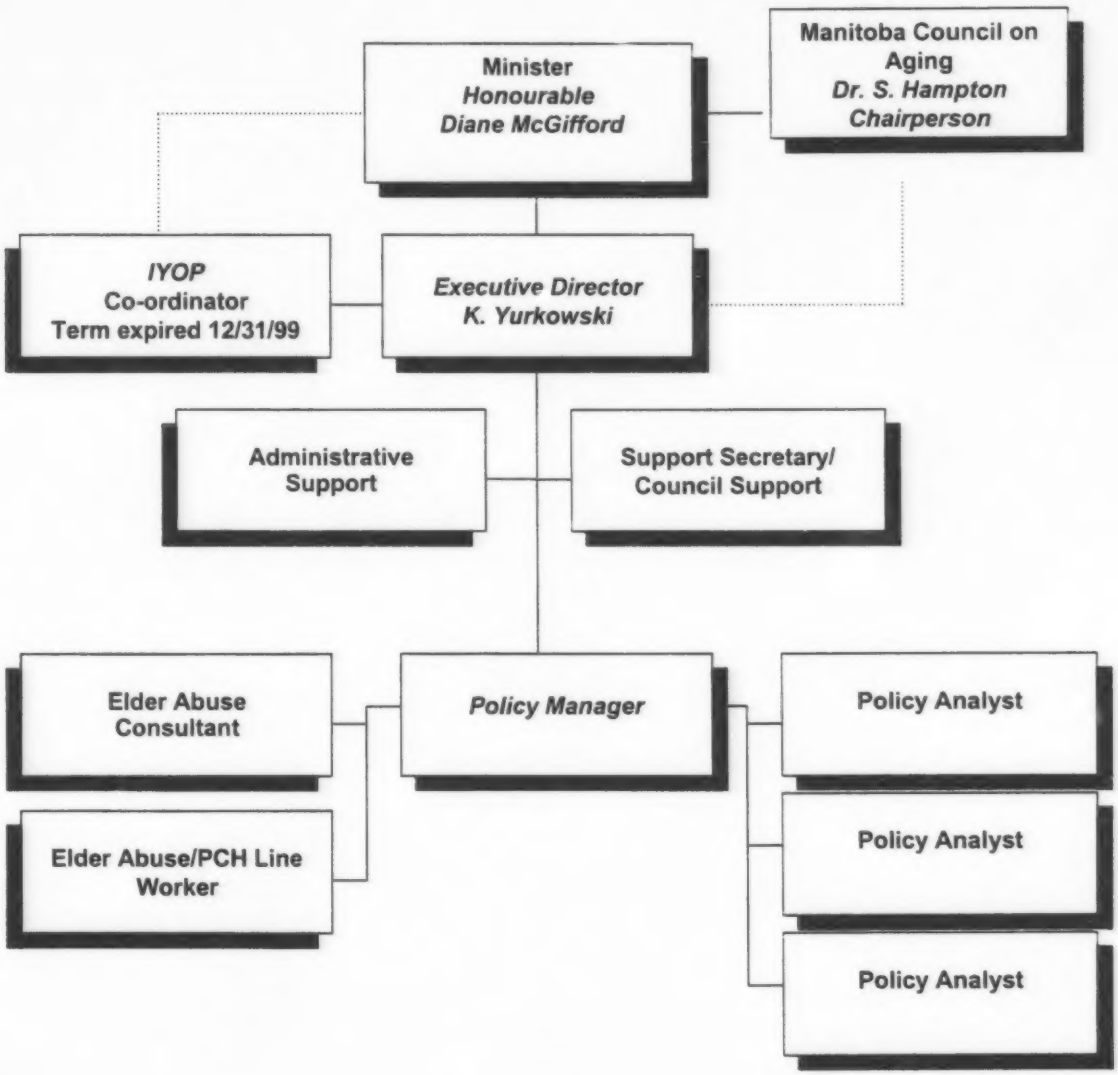
Seniors Directorate/Council on Aging
Organization Chart



Introduction

❑ Report Structure

The Annual Report is organized according to the Directorate's appropriation structure, which reflects the Directorate's authorized votes approved by the Legislative Assembly.

The Report includes the following information concerning the Directorate and the Council on Aging: mandate, staff organization, main expenditures at the appropriation level and a five-year historical table indicating expenditures and staffing.

Manitoba Seniors Directorate

❑ Mandate

The Manitoba Seniors Directorate, established in 1988, promotes the interests of seniors and ensures policies, programs and services are sensitive to their needs and concerns. The Directorate has the following dual mandate:

- create and maintain a central point of contact within government for seniors, their families and seniors' organizations; and
- establish a centrally recognized mechanism for effective government planning regarding issues related to senior citizens that involves various parts of government.
- work in cooperation with other Government departments and agencies, as well as crown corporations, to eliminate barriers and enhance services for seniors;
- form partnerships with private sector entities, research and academic institutions, community-based organizations as well as the Council on Aging, to develop and enhance services for seniors;
- maintain regular contact with major seniors' organizations in Manitoba and provide government with current information on the needs, issues and concerns regarding this growing segment of the population;
- provide a central government location for senior citizens and/or their families who require information, referral or assistance in accessing government and non-government services; and
- provide administrative and research support to the Council on Aging.

❑ Organization

The Seniors Directorate's organizational structure is illustrated on page 1. As depicted in 1999-2000, Directorate staff consisted of an Executive Director, a Policy Unit Manager, three Policy Analysts, a Coordinator for the International Year of Older Persons (until the end of December), an Elder Abuse Consultant, an Abuse Line Co-ordinator, an Administrative Secretary and a Receptionist/Secretary.

The Manitoba Council on Aging, appointed by the Minister responsible for Seniors, reports to the Minister and receives administrative support services from the Directorate. For further information see ***Manitoba Council on Aging*** on page 10.

The Seniors Directorate and the Manitoba Council on Aging are not governed by specific legislation.

Narrative

The Seniors Directorate has two elements related to its mandate.

❑ Policy Analysis and Development

Policy analysis and development are important tools in effecting government planning and policies for seniors. During 1999 - 2000, the Directorate continued its work in this area through the following actions:

- provided an information base to departments on topics such as the aging process, demographic changes, retirement issues, active living concepts and abuse of the older adult.
- worked with Regional Health Authorities at a central level to assist in identifying seniors' needs and concerns, and ensured that seniors have access to the services and resources available in their regions.
- collaborated with provincial departments in developing policy and evaluating programs where delivery has a particular impact on seniors.
- provided briefings and analysis for the Minister responsible for Seniors on a range of issues, including: health care, the demographics of aging, abuse issues, housing, transportation, safety and security, income levels, pensions, services for seniors, and consumer problems.
- updated a comprehensive statistical information base on Manitoba seniors utilizing current data from such resources as: Statistics Canada (1996 Census), Manitoba Health, Manitoba Bureau of Statistics, and Health Canada, Division of Aging and Seniors.
- continued to work with representatives from fourteen government departments and agencies to provide input into the *National Framework on Aging*, a policy guide for governments being developed at the federal/provincial/territorial level.
- updated the Directorate's library of educational videos and continued to make them available on loan to seniors, service providers, professional groups and students. The collection includes tapes on a range of issues from housing design, myths about aging, falls and how to prevent them, telephone fraud and how to recognize and prevent financial abuse.
- researched content and administrated the printing of the eighth edition of *Manitoba Seniors' Guide* (formerly the Manitoba Seniors Handbook) published by the Manitoba Council on Aging.

Committees

The Directorate monitored the issues affecting seniors using a number of methods. One excellent approach was the Directorate's involvement on committees with government and non-government agencies, such as:

- City of Winnipeg Handi-Transit Policy Advisory Committee;
- Seniors' Safety and Crime Network;
- Interdepartmental Supportive Housing Committee;
- Interdepartmental Working Group on Abuse of the Elderly;
- Manitoba Psychogeriatric Services Coordinating Committee;
- Interdepartmental Family Violence Prevention Committee;
- Family Violence Court Implementation Committee; and
- the provincial government committee on Crime Prevention.

Many of these committees involved direct interaction with seniors and seniors' organizations, which contributes to the fulfillment of our mandate.

Federal/Provincial/Territorial

Federal/Provincial/Territorial (F/P/T) Ministers responsible for Seniors meet annually to discuss issues of mutual concern that cross jurisdictions and sectors. The annual meetings help to meet the needs and challenges posed by Canada's aging society. F/P/T officials worked cooperatively on selected issues in preparation for these annual meetings. In 1999-2000 the Directorate:

- actively served on federal/provincial/territorial working groups on seniors' issues such as: International Year of Older Persons 1999, safety and security, technology and aging and a national Seniors Policy and Programs Database of programs and services for seniors;

- attended regular meetings of federal/provincial/territorial Seniors' Officials. Staff also attended the meeting of federal/provincial/territorial Ministers responsible for Seniors in Newfoundland in September, 1999.

- worked with other jurisdictions in preparing background papers and analysis as well as drafted educational materials for consideration by Ministers. Some topics that Ministers responsible for Seniors reviewed in 1999 included:

  - implications of an aging society, safety and security for seniors, technology and aging, older women, supportive housing, the *International Year of Older Persons 1999*, and the special report entitled *Principles of the National Framework on Aging: a Policy Guide* prepared for the federal/provincial/territorial Ministers responsible for Seniors in recognition of the International Year of Older Persons in 1999.

Manitoba Council on Aging

- provided administrative and research support to the Council on Aging. For example, the Directorate facilitated Council meetings, prepared minutes for Council members, researched material for agenda items and prepared briefings and correspondence. Additionally, the Directorate staff developed educational print materials such as a series of Fact Sheets, the *Manitoba Seniors' Guide* and assisted Council with their *Recognition Award* program.

❑ Community Functions

The Seniors Directorate continued to act as the point of contact between government and seniors in Manitoba during 1999-2000. To do so the Directorate undertook the following functions and services:

Seniors Information Line

The toll-free Seniors Information Line received approximately 5,500 calls from across the province. Staff offers a specialized knowledge of services and programs for seniors as well as prompt and individual assistance, where required.

Housing Registry

The Provincial Housing Registry for Seniors was updated and maintained in 1999-2000. This registry is for rural Manitoba as Age and Opportunity has assumed responsibility for provision of Winnipeg housing information. The registry contains information on apartments, condominiums, cooperatives, life leases and other facilities available for seniors in Manitoba, by district or region. The information is accessible through the Seniors Information Line and computer printouts are mailed upon request.

Long-Term Care Complaint/Referral Line

The Regional Health Authorities and Manitoba Health participated with the Directorate in developing a Long-Term Care Complaint Line, which began operation in May 1997. This province-wide phone line was developed so individuals could have an accessible avenue to register concerns/complaints about the care and services delivered in personal care homes. Complaints are referred to the appropriate personal care home and Regional Health Authority within a specified time line. The Directorate ensures that callers receive sensitive and efficient responses to their concerns.

Seniors Abuse Line

This line was established in April 1999 to allow seniors, family members, service providers and the community-at-large to access information on existing resources, receive assistance in accessing those resources, while respecting the older person's right to choice.

International Year of Older Persons, 1999

The United Nations General Assembly declared 1999 as the International Year of Older Persons (IYOP). Through Manitoba's theme *"Manitoba, a province for all ages"*, the year fostered an

awareness of the importance of seniors in society and the need for intergenerational respect and support. The Directorate assisted in the development and facilitation of a strategic plan for the International Year of Older Persons, 1999 in Manitoba.

The steering committee, with seniors, community and business representatives, was chaired by the IYOP Canada Coordinating Committee member and a representative from the Council on Aging. It continued to:

- advise the Minister on matters related to IYOP;
- oversee the implementation of national projects in Manitoba; and,
- promote and facilitate participation in IYOP activities throughout the province.

An IYOP Coordinator, hired in June 1998, continued to support and facilitate community events until December 1999. IYOP promotional material was also developed and made available to individuals and groups. Brochures, flags, pins, and community kits were the most popular items. An IYOP Grants Program announced in 1998, provided grants to stimulate activities throughout the province. The Directorate also provided support to Manitoba's representative on the Canada Coordinating Committee.

Presentations, Workshops and Training

The Directorate continued to market *Through Other Eyes: A Vision for Customer Service*, a training workshop that enables retailers, service-providers and students to experience the daily challenges faced by seniors. The experience then forms the basis for management and staff to improve products, services and physical environments to better serve seniors. The Seniors Directorate is the exclusive licensee in Manitoba and has certified staff to deliver the program. *Through Other Eyes* was officially launched on June 5, 1997. In 1999-2000, staff delivered training to community colleges and high schools.

The Directorate continued to provide speakers for government, academic, service groups and community-based organizations. This included the Centre on Aging, University of Manitoba at its annual Symposium on Aging, various faculties at University of Manitoba and Red River Community College, numerous women's groups, community resource councils, financial institutions, the Canadian Standards Association and the media. Topics included physical access for older persons, portrayal of seniors in the media, elder care, the aging process, the older worker, implications of an aging society, positive/active living, retirement issues, board development and community resources of benefit to seniors.

Abuse of the Elderly

The Directorate's Elder Abuse Consultant provides information and training to increase awareness of elder abuse and to assist communities in responding to and providing support to abused seniors and their families. Those attending workshops have included health care professionals, social service workers, law enforcement officers, financial professionals and other organizations that provide services to seniors. During 1999-2000 over 1200 people attended these workshops.

Meetings/Consultations and Conferences

Staff participated in conferences and consultations at a national level throughout 1999-2000. These included the Canadian Association on Gerontology Annual Conference and Annual General Meeting *Symposium on Aging - Planning for the Future*, the Global Conference on Aging and the Canadian Study of Health and Aging Workshop.

In addition, staff attended meetings of the Manitoba Association of Multi-purpose Seniors' Centres, seniors' organizations, support service agencies and Regional Health Authorities throughout Manitoba. The meetings resulted in sharing of information on services, discussion about the role of the Seniors Directorate and voiced the views and concerns from seniors in the area.

Seniors' Events

Seniors' groups were assisted to organize three Seniors' Day celebrations held in Carman, Brandon, and Winnipeg. These events were held in June in conjunction with other activities during Senior Citizens Month.

The Directorate participated in a number of seniors' public events such as *Focus 2000*, an exhibition and trade fair hosted by the Brandon Seniors for Seniors Co-op, Inc., and *55 Plus Games* in Carman, sponsored by the Manitoba Society of Seniors, *Lifestyles '99*, an exhibition for people 50 and better, sponsored jointly by Age and Opportunity and Manitoba Blue Cross, and the *Manitoba Summit on Healthy Active Living for Older Adults* organized by the Manitoba delegates on the Active Living Coalition for Older Adults (ALCOA). The Directorate provided partial funding for this conference which was held in 1999 in recognition of the International Year of Older Persons.

Organized informal meetings with seniors for the Minister responsible for Seniors in Lac du Bonnet, Portage la Prairie, Swan River and Winnipeg.

Publications and Materials:

- **Booklets**

The Directorate continued to distribute the following:

Safety and Security: A Guide for Manitoba Seniors (1997) published by the Directorate in cooperation with Manitoba Consumer and Corporate Affairs, Manitoba Justice, the Winnipeg Police Service and the Royal Canadian Mounted Police.

A Legal Information Guide for Seniors: Wills and Estates, Power of Attorney, Health Care Directives (1995) published with the assistance of the Community Legal Education Association (CLEA) with input from Manitoba Justice. (The content for this publication was under revision during 1999-2000 to reflect legislative amendments made earlier).

Questions to Ask Your Doctor or Pharmacist (1995) published in collaboration with Manitoba Health.

Respect Our Seniors – They've earned it (1999) brochure published by the Manitoba Seniors Directorate.

The Older and Wiser Driver (1999) published in partnership with Manitoba Highways and Government Services Division of Driver and Vehicle Licensing (DDVL), Manitoba Public Insurance, Canadian Automobile Association Manitoba and Creative Retirement Manitoba.

Staff continued to distribute other booklets and printed material on such topics as emergency preparedness, financial abuse, health care directives, and housing.

Manitoba Council on Aging

❑ Mandate

The Council on Aging is an advisory body to the Minister responsible for Seniors. The Council ensures that a senior's perspective is reflected in government programs and policies that relate to seniors.

The Council is guided by the following terms of reference:

- help identify areas of opportunity for Government in adapting programs, policies and institutions to accommodate the changing age structures of Manitoba's population;
- increase public knowledge and understanding of the aging process and its implications for all age groups in Manitoba;
- review projects, programs, proposals and problems related to the aging process and the aging of the population as referred by the Minister and report its findings to the Minister;
- provide for a public consultative process through appropriate meetings with relevant organizations, groups and individuals to fulfil its assignments as requested by the Minister.

❑ Organization

The Council, established in 1980, originally reported through the provincial gerontologist to the Minister of Health. In May 1994, Council began reporting directly to the Minister responsible for Seniors. This move centralized and coordinated direct communication between Manitoba seniors and government.

The Council is composed of up to fifteen members appointed by the Minister responsible for Seniors for terms ranging from one to three years. Members are drawn from a cross-section of geographic, ethnic and community-service backgrounds in Manitoba. The Chairperson is appointed for a two-year term.

The Council meets approximately every second month or more often as need arises, or as directed by the Minister.

Committees are formed in response to emerging issues or concerns that affect seniors.

Council receives administrative support from the Seniors Directorate.

Narrative

The Council held five meetings during 1999-2000 and undertook the following activities:

❑ Policy Planning and Development

Issues

The Council explored the following issues during 1999-2000: crime prevention, telemarketing, herbal medicine and products, International Year of Older Persons, veterans benefits, geriatric services, Alzheimer Disease, supportive housing, transportation (public transit and volunteer services); early discharge from hospitals, older drivers, power of attorney, and intergenerational issues.

Meetings

A member of Council attended the meeting of federal/provincial/territorial Chairpersons of Advisory Councils on Aging in October 1999.

Liaison with Agencies

Council members met with or heard presentations from representatives of the following agencies: Manitoba Health; National Advisory Council on Aging, Age and Opportunity, the Public Trustee; Manitoba Archives, Consumer and Corporate Affairs, Citizens on Patrol, Addiction Foundation of Manitoba (AFM), the Royal Canadian Mounted Police and the Winnipeg Regional Health Authority.

❑ Community Functions

Consultations

Council did not conduct formal public consultations. Members continued to bring forward concerns and opinions from seniors determined on an informal basis at the community level.

Committees

Council members participated on the Diabetes Prevention Working Group, the Psychogeriatric Services Coordination Committee, the Manitoba Council on Aging Recognition Award Committee, and the IYOP Steering Committee.

The Council co-chaired the IYOP Steering Committee to promote projects and ideas for the International Year of Older Persons 1999.

Publications

- Council completed and distributed 35,000 copies of the eighth edition of the *Manitoba Seniors' Guide*

- Council has distributed over 10,000 copies of each of their seven *Fact Sheets for Manitoba Seniors* on the following topics:

  - *Apartment security*
  - *Replacing lost I.D. cards*
  - *Safety tips to prevent purse snatchings*
  - *Making things easier for those you leave behind*
  - *New Legislation Affecting Powers of Attorney*
  - *Seniors and active living, and*
  - *Safety in your vehicle.*

Projects

The *Manitoba Council on Aging Recognition Award* was presented to seven worthy recipients at an award ceremony held in June 1999. The awards recognize services and initiatives that reflect a positive attitude towards Manitoba seniors.

Events

Council members participated in a number of events in the community:

- Booth at *Lifestyles '99, and Celebration of Seniors 2000 - MSOS;*

- Represented seniors at the signing of the *Province of Manitoba Proclamation for Senior Citizens Month* (June);

- Conferences on issues related to seniors and aging; and

- Annual meetings of various seniors' organizations.

24-1 Seniors Directorate

Expenditures by Main Appropriation	Actual 1999-00	Estimate 1999-00 FTE	Estimate 1999-00 $	Variance over(under)	Expl. No.
Salaries and Employee Benefits	$514.9	9.75	$523.6	(8.7)	
Other Expenditures	$401.5		$403.6	(2.1)	

Reconciliation Statement

Details	1999-00 Estimates
1999-00 Main Estimates	$929.0
Allocation of Funds From: – Internal Reform/Workforce Adjustment – General Salary Increases – Decentralization	
1999-00 Estimate	$929.0

Seniors Directorate

Expenditure Summary
for Fiscal Year ended March 31, 2000
with Comparative Figures for the Previous Fiscal Year

Estimate 1999-00	Appropriation	Actual 1999-00	Actual 1998-99	Increase (Decrease)	Explanation No.
	24-1 Seniors Directorate				
523.6	a) Salaries	514.9	373.2	141.7	
403.6	b) Expenditures	401.5	295.1	106.4	1
1.8	24-2 Amortization of Capital Assets	1.8	0.0	1.8	
929.0	Total Expenditures 24	918.2	668.3	249.9	

1. Increase is primarily the result of additional expenditures for the International Year of Older Persons Initiative and the Elder Abuse Initiative.

Five Year Expenditure and Staffing Summary by Appropriation ($000)
For Fiscal Years Ending March 31, 1996–March 31, 2000

	Actual/Adjusted Expenditures									
Appropriation	1995-96		1996-97		1997-98		1998-99		1999-00	
	FTE	$	FTE	$	FTE	$	FTE	$	FTE	$
24-1 Seniors Directorate	6.00	487.5	7.00	528.7	7.0	517.7	7.75	668.3	9.75	916.4
24-2 Amortization		-		-		-		-		1.8
Total	6.00	487.5	7.00	528.7	7.00	517.7	7.75	668.3	9.75	918.2